GOVERNMENT OF NEWFOUNDLAND AND LABRADOR

Highway Planning and Research
Department of Transportation & Communications
St. John's, Newfoundland

DEPARTMENT OF TRANSPORTATION

RESEARCH REPORT NO. 25

RESULTS SEAT BELT SURVEY

JANUARY 27, 1984

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January, 1984

SUMMARY

This month's Seat Belt Survey Report, Research Report No. 25, was conducted on January 27, 1984 which showed a Provincial Average wearing rate of 71.7%. The percentage of child seats was increased to 1.3% from last month's 0.85%. A total of 3,238 vehicles were surveyed, which is up from last month's total of 3,046 an increase of 5.9%.

SPECIFIC SURVEYS

1. Foxtrap Access to Trans Canada Highway, 08:00 to 09:00, R. Pottle. The January survey, Table 4, indicates a decrease in seat belt use to 88.5% from the September value of 89.6%. Most drivers take seat belt use serious.

2. Roaches Line Access to Trans Canada Highway, 07:20 to 08:20, G. Jerrett. The January survey, Table 5, indicates a decrease in seat belt use to 76.7% from the September value of 82.4%. The majority of drivers are serious about seat belt use.

3. Harbour Arterial Ramp to Water Street, 08:30 to 09:30, B. Hillier. Data shown on Table 6 reveal a January incline in seat belt use to 89.4% from the September value of 81.7%. All drivers are serious about seat belt use.

4. Village Mall, 10:00 to 11:00, E. Murray & C. Brenton The January survey, Table 7, indicates a decrease in seat belt use to 58.0% from the September value of 69.7%. Male drivers are not serious about seat belt use.

5. Hotel Newfoundland, 08:30 to 09:30, H. Avery. The January survey, Table 8, indicates an increase in seat belt use to 90.1% from the September value of 82.6%. All drivers are serious about seat belt use.

6. Avalon Mall, 13:00 to 14:00, E. Murray & C. Brenton The January survey, Table 9, indicates a decrease in seat belt use to 62.8% from the September value of 75.4%. Female drivers are more serious about seat belt use.

7. Janeway Hospital, 14:15 to 15:15, E. Murray & C. Brenton: January survey, Table 10, indicates a decrease in seat belt use to 56.9% from the September value of 67.4%. Male drivers (25-44) are pulling this average down.

8. Bay Roberts Mall, 11:00 to 12:00, G. Jerrett. The January survey, Table 11, in the rural community indicates a decrease in seat belt use to 65.1% from the September value of 72.7%. Female drivers are more serious about seat belt use.

9. Grand Falls, 14:30 - 15:30, V. Young & D. Higdon. The survey, Table 12, shows an increase in seat belt use to 80.3% from the September rate of 75%. All drivers appear to be serious about seat belt usage.

10. Clarenville, 11:35 - 12:35, W. Wiseman. The January survey, Table 13, shows an increase in seat belt use to 72.6% from the September rate of 66.9%. Drivers appear to be serious about seat belt use.

11. Gander, 12:45 - 14:00, B. King. The January survey Table 14, shows a low wearing rate of 56.4%. Drivers in this area are not serious about seat belt use.

12. Atlantic Place, 8:30 - 9:30, D. Shea. The January survey, Table 15, shows a wearing rate of 70.3%. Most drivers appear to be serious about seat belt use.

13. Labrador City, 14:00 - 15:00. The January survey, Table 16, shows a wearing rate of 51.5%. This is the lowest wearing rate in the province, with male drivers pulling the average down.

STATISTICAL TABLES

JANUARY 27, 1984

Note: Statistical Tables for previous months can be obtained upon request.

Table 1
January 27, 1984

SEAT BELT SURVEY

AREA: Provincial Average

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 40
16-24	141	105	246	
25-44	1031	508	1539	
45-64	403	82	485	
65+	49	3	52	
TOTAL	1624	698	2322	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 3
16-24	69	26	95	
25-44	443	145	588	
45-64	190	29	219	
65+	12	2	14	
TOTAL	714	202	916	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.3%
16-24	67.1	80.2	72.1	
25-44	69.9	77.8	72.4	
45-64	68.0	73.9	68.9	
65+	80.3	60.0	78.8	
TOTAL	69.5	77.6	71.7	

Table 2
January 27, 1984

SEAT BELT SURVEY

AREA: Urban Average

SHOWING USE OF SHOULDER HARNESS

Child Seats = 9

	Male	Female	Total
16-24	80	56	136
25-44	828	468	1296
45-64	358	79	437
65+	49	3	52
TOTAL	1315	606	1921

NOT USING SHOULDER HARNESS

Child Seats = 2

	Male	Female	Total
16-24	59	24	83
25-44	405	139	544
45-64	187	29	216
65+	11	2	13
TOTAL	662	194	856

WEARING PERCENTAGE

% Child Seats = 0.4%

	Male	Female	Total
16-24	57.6	70.0	62.1
25-44	67.2	77.1	70.4
45-64	65.7	73.1	66.9
65+	81.7	60.0	80.0
TOTAL	66.5	75.8	69.2

Table 3
January 27, 1984

SEAT BELT SURVEY

AREA: Highway Average

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 31
16-24	61	49	110	
25-44	203	40	243	
45-64	45	3	48	
65+	0	0	0	
TOTAL	309	92	401	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	10	2	12	
25-44	38	6	44	
45-64	3	0	3	
65+	1	0	1	
TOTAL	52	8	60	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 6.9%
16-24	85.9	96.1	90.2	
25-44	84.2	87.0	84.7	
45-64	93.8	100.0	94.1	
65+	0	0	0	
TOTAL	85.6	92.0	87.0	

Table 4
January 27, 1984

SEAT BELT SURVEY

AREA: Intersection Foxtrap Access & TCH (8:00 - 9:00) R. Pottle

SHOWING USE OF SHOULDER HARNESS

Child Seats = 16

	Male	Female	Total
16-24	17	13	30
25-44	117	24	141
45-64	12	2	14
65+	0	0	0
TOTAL	146	39	185

NOT USING SHOULDER HARNESS

Child Seats = 1

	Male	Female	Total
16-24	2	1	3
25-44	17	4	21
45-64	0	0	0
65+	0	0	0
TOTAL	19	5	24

WEARING PERCENTAGE

% Child Seats = 8.1%

	Male	Female	Total
16-24	89.5	92.9	90.9
25-44	87.3	85.7	87.0
45-64	100.0	100.0	100.0
65+	0.0	0.0	0.0
TOTAL	88.5	88.6	88.5

Table 5
January 27, 1984

SEAT BELT SURVEY

AREA: Roaches Line (7:20 - 8:20) G. Jerrett

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	9	1	10	
25-44	23	4	27	
45-64	19	0	19	
65+	0	0	0	
TOTAL	51	5	56	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	4	0	4	
25-44	10	0	10	
45-64	2	0	2	
65+	1	0	1	
TOTAL	17	0	17	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.4%
16-24	69.2	100.0	71.4	
25-44	69.7	100.0	73.0	
45-64	90.5	0.0	90.5	
65+	0.0	0.0	0.0	
TOTAL	75.0	100.0	76.7	

Table 6
January 27, 1984

SEAT BELT SURVEY

AREA: Hr. Arterial (8:30 - (9:30) B. Hillier

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 14
16-24	35	35	70	
25-44	63	12	75	
45-64	14	1	15	
65+	0	0	0	
TOTAL	112	48	160	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	4	1	5	
25-44	11	2	13	
45-64	1	0	1	
65+	0	0	0	
TOTAL	16	3	19	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 7.8%
16-24	89.7	97.2	93.3	
25-44	85.1	85.7	85.2	
45-64	93.3	100.0	93.8	
65+	0.0	0.0	0.0	
TOTAL	87.5	94.1	89.4	

Table 7
January 27, 1984

SEAT BELT SURVEY

AREA: Village Mall (10:00 - 11:00) Edwina Murray & Cynthia Brenton

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	6	6	12	
25-44	49	35	84	
45-64	31	4	35	
65+	7	0	7	
TOTAL	93	45	138	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	10	1	11	
25-44	48	15	63	
45-64	23	0	23	
65+	3	0	3	
TOTAL	84	16	100	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0
16-24	37.5	85.7	52.2	
25-44	50.5	70.0	57.1	
45-64	57.4	100.0	60.3	
65+	70.0	0.0	70.0	
TOTAL	52.5	73.8	58.0	

Table 8
January 27, 1984

SEAT BELT SURVEY

AREA: Hotel Nfld. (8:30 - 9:30) Herman Avery

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	0	1	1	
25-44	248	169	417	
45-64	74	15	89	
65+	0	0	0	
TOTAL	322	185	507	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	0	0	0	
25-44	30	15	45	
45-64	11	0	11	
65+	0	0	0	
TOTAL	41	15	56	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	0.0	100.0	100.0	
25-44	89.2	91.8	90.3	
45-64	87.1	100.0	89.0	
65+	0.0	0.0	0.0	
TOTAL	88.7	92.5	90.1	

Table 9
January 27, 1984

SEAT BELT SURVEY

AREA: Avalon Mall (1:00 - 2:00) Edwina Murray & Cynthia Brenton

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	14	7	21	
25-44	125	36	161	
45-64	21	2	23	
65+	1	0	1	
TOTAL	161	45	206	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	5	2	7	
25-44	77	15	92	
45-64	20	3	23	
65+	0	0	0	
TOTAL	102	20	122	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.3%
16-24	73.7	77.8	75.0	
25-44	61.9	70.6	63.6	
45-64	51.2	40.0	50.0	
65+	100.0	0.0	100.0	
TOTAL	61.2	69.2	62.8	

Table 10
January 27, 1984

SEAT BELT SURVEY

AREA: Janeway Hospital (2:15 - 3:15) Edwina Murray & Cynthia Brenton

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	7	1	9	
25-44	53	31	84	
45-64	18	4	22	
65+	8	0	8	
TOTAL	86	37	123	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	7	2	9	
25-44	62	11	73	
45-64	10	0	10	
65+	1	0	1	
TOTAL	80	13	93	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	50.0	50.0	50.0	
25-44	46.1	73.9	53.5	
45-64	64.3	100.0	68.8	
65+	88.9	100.0	88.9	
TOTAL	51.8	74.0	56.9	

Table 11
January 27, 1984

SEAT BELT SURVEY

AREA: Bay Roberts (11:00 - 12:00) G. Jerrett

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 3
16-24	13	9	22	
25-44	31	16	47	
45-64	50	12	62	
65+	22	2	24	
TOTAL	116	39	155	

NOT USING SHOULDER HARNESS

	Male	Female	Total	#Child Seats = 0
16-24	9	2	11	
25-44	25	9	34	
45-64	26	5	31	
65+	6	1	7	
TOTAL	66	17	83	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.3%
16-24	59.1	81.8	66.7	
25-44	55.4	64.0	58.0	
45-64	65.8	70.6	66.7	
65+	78.6	66.7	77.4	
TOTAL	63.7	69.6	65.1	

Table 12
January 27, 1984

SEAT BELT SURVEY

AREA: Grand Falls (2:30 - 3:30) V. Young & D. Higdon

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	10	6	16	
25-44	53	43	96	
45-64	32	13	45	
65+	2	0	2	
TOTAL	97	62	159	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	0	1	1	
25-44	20	4	24	
45-64	8	5	13	
65+	1	0	1	
TOTAL	29	10	39	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	100.0	85.7	94.1	
25-44	72.6	91.5	80.0	
45-64	80.0	72.2	77.6	
65+	66.7	0.0	66.7	
TOTAL	77.0	86.1	80.3	

Table 13
January 27, 1984

SEAT BELT SURVEY

AREA: Int. Manitoba & Memorial Drive, Clarenville
(11:35 - 12:35) W. Wiseman

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	18	13	31	
25-44	106	32	138	
45-64	48	4	52	
65+	4	0	4	
TOTAL	176	49	225	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	9	4	13	
25-44	45	11	56	
45-64	13	3	16	
65+	0	0	0	
TOTAL	67	18	85	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	66.7	76.5	70.5	
25-44	70.2	74.4	71.1	
45-64	78.7	57.1	76.5	
65+	100.0	0.0	100.0	
TOTAL	72.4	73.1	72.6	

Table 14
January 27, 1984

SEAT BELT SURVEY

AREA: Gander (12:45 - 2:00) B. King

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	9	6	15	
25-44	43	13	56	
45-64	14	3	17	
65+	3	1	4	
TOTAL	69	23	92	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	11	11	22	
25-44	23	10	33	
45-64	14	1	15	
65+	0	1	1	
TOTAL	48	23	71	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	45.0	35.3	40.5	
25-44	65.2	56.5	62.9	
45-64	50.0	75.0	53.1	
65+	100.0	50.0	80.0	
TOTAL	59.0	50.0	56.4	

Table 15
January 27, 1984

SEAT BELT SURVEY

AREA: Atlantic Place Entrance (8:30 - 9:30) Doug Shea

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 5
16-24	0	0	0	
25-44	66	51	117	
45-64	43	14	57	
65+	1	0	1	
TOTAL	110	65	175	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 2
16-24	0	0	0	
25-44	20	24	44	
45-64	25	5	30	
65+	0	0	0	
TOTAL	45	29	74	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 4.0%
16-24	0.0	0.0	0.0	
25-44	76.7	68.0	72.7	
45-64	63.2	73.7	65.5	
65+	100.0	0.0	100.0	
TOTAL	71.0	69.1	70.3	

Table 16
January 27, 1984

SEAT BELT SURVEY

AREA: Labrador City (2:00 - 3:00)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	3	6	9	
25-44	54	42	96	
45-64	27	8	35	
65+	1	0	1	
TOTAL	85	56	141	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	8	1	9	
25-44	55	25	80	
45-64	37	7	44	
65+	0	0	0	
TOTAL	100	33	133	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	27.3	85.7	50.0	
25-44	49.5	62.7	54.5	
45-64	42.2	53.3	44.3	
65+	100.0	0.0	100.0	
TOTAL	45.9	62.9	51.5	

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POOR

QUALITY

ORIGINAL